

The Emmis Indianapolis Cluster, of WIBC/WNOU/WYXB/WENS meet the demands of our local community not just because it is good business but because it is the one strategy that differentiates us as a medium. Local programming and public service is not special programming, it is part of the fabric of our everyday operation. As a news provider, WIBC has the largest local radio news staff in the State of Indiana, which includes 14 reporters and anchors. We report news at the top and bottom of each hour, 24 hours a day, 3605 days per year. Our FM stations provide morning news with an emphasis on the local community. Beyond the formal news presentations, our local on-air personalities, provide the community with information on community events, arts and entertainment. We (WIBC) provides a forum for debates and information on a local and national perspective provided by our elected officials in Washington as well as on State and local level. From the Senate, to the Congress, the Indiana State House and to city hall, our elected officials appear regularly on a weekly and monthly basis to discuss the most pressing subjects of the day.

Approximately 90% of our programming is originated locally, by local talent and selected by local program directors. We create and select our programming, based upon what each stations target audience desires. We gather audience data from focus groups, perceptual research, grass roots interviews, e-mail and phone feedback, listener advisory boards, community involvement by air personalities and the management of the stations.

During the most recent political season we suspended regular programming to feature both Gubeneritorial and Presedtrial debates. We ran candidate profiles on WIBC.

With regards to our Emergency Programming, we have been an intregal part of instituting the Amber Alert program in Inidiana. Since the programs inception in October 2002, we have had 30 requests for an alert, actually activated the system 13 times, and have recovered 18 children.

On countless occasions we have activated our EAS system as part of our relationship weith the National Weather Service. One of our most memrable and recent alerts to the community occured as the Indianapolis 500 race was concluding and 300,000 fans were leaving the Indianapolis Motor Speedway. WIBC which was airing the race also set off a EAS alert as 4 tornados were heading directly for the Indianapolis Metro. WIBC immediately coordinated total covergae of the weather situation and remained in this special programming mode for hours as the situation dictaed. During the worst of the situation, WIBC simulcast its coverage on our three FM stations. (WNOU, WYXB, WENS)

The following is a partial list of our station participation in Community Activities:

- The annual WIBC Salvation Army Radiothon, this will be our tenth annual and we raise close to a million dollars to help our local Salvation Army.
- WIBC Bears on Patrol, collecting and supplying local law enforcement with stuffed bears that are given to children in traumatic situations.
- Weekly appearances on the WIBC Morning News from children involved in the Make-a-Wish program.
- WIBC Race for Riley, an annual fund raiser featuring Indy 500 and NASCAR drivers to benefit the local Rileys Childrens Hospital.
- WYXB media sponsor American Heart Association- Heart Walk- 6th largest in the country.
- WYXB, Go Red for Woman Luncheon. Benefit American Heart Association
- WYXB, Eevening in the Garden, benefits Noble of Indiana, who provides services to over 2,500 children and adults w/developmental disabilities.

-WNOU- Operation Phone Home. Since the onset of the Iraqi War, we have encouraged listeners to donate calling cards. Over 200,000 minutes of calling has been donated to our soldiers.

-WNOU- Stuff the Bus. Annual event in August to benefit the Indianapolis Public School Teachers Treasures. Over 50,000 school items have been donated for underprivileged children.

-WENS-Will Power Walk/Run. A family walk and Blood drive, the proceeds go to Riley Childrens Foundation, Kids Caring and Sharing Program.

These are just a few of the many, Walks, Blood Drives, and Charitable events the Emmis Indianapolis radio stations either create or participate.

As a License holder we take our Public Service obligations seriously. As citizens of our local community we take our public service obligations, personally. Our families live here, our children go to school here, we live the effects of a solvent or in solvent community. It is in our best interest as people as well as broadcasters to nurture and care about our local community involvement.

Tom Severino
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